



MEMORANDUM

To: IndyVRC Advisory Board
Date: March 12th, 2015
Re: IndyVRC 2015-2016 Fundraising Strategy Memo

Objective

The City of Indianapolis VEX Robotics Championship continues to be one of the best robotics events in the country. This memo includes the proposed fundraising strategy to meet our event needs. Our goal is to review and discuss these items with the board to gain consensus.

Name	Proposed Sponsorship	Context
Roche Diagnostics	\$40,000	Title Sponsor 2 years
USA Funds	\$40,000	Title Sponsor 1 year
Eli Lilly Corporate Foundation	\$30,000	Platinum Sponsor 1 year
Data Strategy	\$15,000	Gold Sponsor 1 year
Lumina Foundation	\$10,000	Silver Sponsor 2 years
Ivy Tech	\$10,000	Bronze Sponsor 2 years
EmployIndy	\$10,000	Silver Sponsor 2 years
IU Health	\$5,000	Bronze sponsor 1 year
The Indiana Convention Center and Lucas Oil Stadium	\$5,000	Bronze sponsor 1 year
DAI	\$5,000	Bronze sponsor 1 year
Rolls-Royce	\$3,000	Bronze sponsor 2 years
ms consulting	\$2,500	Copper sponsor 2 years
IUPUI School of Science	\$2,500	Copper sponsor 2 years
NCAA	\$2,500	Copper sponsor 2 years
IUPUI School of Engineering and Technology	\$2,500	Copper sponsor 2 years
Allison Transmission	\$2,500	Copper sponsor 2 years
Butler University	\$2,500	Copper sponsor 2 years
United Consulting	\$2,500	Copper sponsor 2 years
Conexus	\$500	Other sponsor 2 years
Project Lead The Way	\$2,500	Have not sponsored financially
Interactive Intelligence	\$2,500	Copper sponsor in 2013

2015 IndyVRC Fundraising Projection

Based on the fundraising chart above, we project that we will be able to raise 89% of the proposed budget for the IndyVRC 2015 with an 80% sponsorship confidence level.

Total Projected (100%)	Total Projected (80%)	Total Need	Net (80%)
\$196,000	\$156,800	\$176,700	(\$19,900)

Questions

- Do we have confidence that we will cultivate 100% of the sponsorships in this table?
- Should we reach out to any other sponsors?
- Are we asking the right amounts?

Every child in every neighborhood deserves access to an education that enables them to define their own life path.



OFFICE of EDUCATION INNOVATION

Other possible IndyVRC Sponsors

This table lists possible IndyVRC 2015 sponsors to engage.

Name	Proposed Sponsorship	Context
Interactive Intelligence	\$2,500	Copper sponsor in 2013
Capital Improvement Board	\$2,500	Bronze sponsor in 2013
Angie's List	\$2,500	Have not sponsored financially
Marian University	\$2,500	Have not sponsored financially
FedEx	\$2,500	Have not sponsored financially
Chase	\$2,500	Have not sponsored financially
American United Life	\$2,500	Have not sponsored financially
Mays Chemical	\$2,500	Have not sponsored financially
Citizens Energy Group	\$2,500	Have not sponsored financially
Catalyst	\$2,500	Have not sponsored financially
Microsoft	\$2,500	Have not sponsored financially
Health and Hospital Corporation	\$2,500	Have not sponsored financially
Cook General Bio Technology	\$500	Have not sponsored financially
Biomet	\$500	Have not sponsored financially
Apparatus	\$500	Have not sponsored financially

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